

WHAT IS CLAIMED IS:

- 1 1. A client-side method, comprising:  
2 obtaining a user-selected web portion from a web page;  
3 displaying the user-selected web portion;  
4 initiating acquisition of an advertisement; and  
5 displaying the advertisement with the user-selected web portion.
- 1 2. The method of claim 1, wherein the advertisement includes a  
2 banner advertisement.
- 1 3. The method of claim 1, wherein the advertisement includes a  
2 directory-type advertisement.
- 1 4. The method of claim 1, wherein the initiating acquires an  
2 advertisement based on demographic data of the user.
- 1 5. The method of claim 1, wherein the initiating acquires an  
2 advertisement based on the at least one user-selected portion.
- 1 6. The method of claim 1, wherein the initiating acquires an  
2 advertisement from an advertisement server.
- 1 7. The method of claim 1, wherein the initiating acquires an  
2 advertisement from a locally stored library of advertisements.
- 1 8. A machine-readable medium having stored thereon instructions to:

obtain a user-selected web portion from a web page;  
display the user-selected web portion;  
initiate acquisition of an advertisement; and  
display the advertisement with the user-selected web portion.

9. The machine-readable medium of claim 8, wherein the advertisement includes a banner advertisement.

10. The machine-readable medium of claim 8, wherein the advertisement includes a directory-type advertisement.

11. The machine-readable medium of claim 8, wherein the instruction to initiate acquires an advertisement based on demographic data of the user.

12. The machine-readable medium of claim 8, wherein the instruction to initiate acquires an advertisement based on the at least one user-selected portion.

13. The machine-readable medium of claim 8, wherein the instruction to initiate acquires an advertisement from an advertisement server.

14. The machine-readable medium of claim 8, wherein the instruction to initiate acquires an advertisement from a locally stored library of advertisements.

15. A system, comprising:

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means for obtaining a user-selected web portion from a web page;  
means for displaying the user-selected web portion;  
means for initiating acquisition of an advertisement; and  
means for displaying the advertisement with the user-selected web  
portion.

16. An apparatus, comprising:

a memory device;

a client engine, communicatively coupled to a network and to the  
memory device, capable to obtain a user-selected web portion from a web  
page; display the user-selected web portion; and

an advertising engine, communicatively coupled to the client  
engine and the network, capable to initiate acquisition of an  
advertisement and display the advertisement with the user-selected web  
portion.

17. The apparatus of claim 16, wherein the advertisement includes a  
banner advertisement.

18. The apparatus of claim 16, wherein the advertisement includes a  
directory-type advertisement.

19. The apparatus of claim 16, wherein the advertising engine is  
capable to initiate acquisition of the advertisement based on  
demographic data of the user.

1 20. The apparatus of claim 16, wherein the advertising engine is  
2 capable to initiate acquisition of the advertisement based on the user-  
3 selected portion.

1 21. The apparatus of claim 16, wherein the advertising engine is  
2 capable to initiate acquisition of the advertisement from an  
3 advertisement server communicatively coupled to the network.

1 22. The apparatus of claim 16, wherein the memory further comprises  
2 a library of advertisements.

1 23. The apparatus of claim 22, wherein the advertising engine is  
2 capable to initiate acquisition of the advertisement from the library.

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